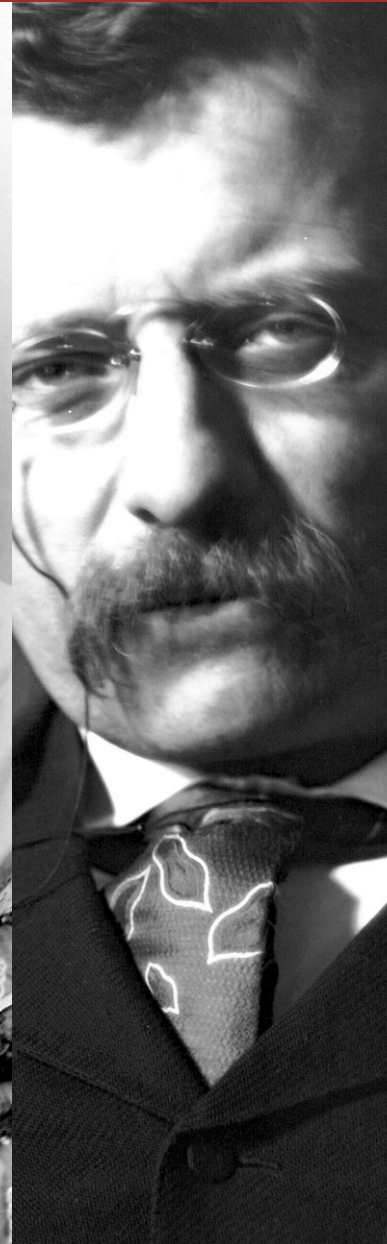


# INTERPRETIVE SIGNAGE DESIGN GUIDELINES



**Heritage**  
NEW YORK  
GOVERNOR GEORGE E. PATAKI



HERITAGE NEW YORK

# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES

**George E. Pataki**  
GOVERNOR

**Richard White-Smith**  
EXECUTIVE DIRECTOR

**Project Management Team:**  
**Cordell Reaves**  
**Andrea Lazarski**  
**Sara Gold**

**Design:**  
**Paul Singer Design**  
**Fall 2003**

Heritage New York  
Corning Tower Room 2328  
Albany, New York 12242  
Telephone: (518) 473-8591  
Fax: (518) 473-7348  
Email: [HNY@HeritageNY.state.ny.us](mailto:HNY@HeritageNY.state.ny.us)  
Website: [www.HeritageNY.gov](http://www.HeritageNY.gov)

Photo Credits - Cover from left to right:  
Courtesy of the New York State Office of Parks, Recreation and Historic Preservation,  
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Harvard College Library, New York State Archives.

Interpretive Signage Samples - Courtesy of the New York State Office of Parks,  
Recreation and Historic Preservation, Harriet Tubman Home, Seward House



# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES



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# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES



### Introduction to Heritage New York

New York State has an extraordinarily rich history filled with many important events, places and people. Governor George E. Pataki established Heritage New York to preserve, promote, interpret and celebrate this priceless legacy. Heritage New York's objectives are to enable New Yorkers and visitors to enjoy and appreciate our historic and cultural treasures.

By 2002, Governor Pataki announced five heritage trails, including the Revolutionary War, Labor, Underground Railroad, Theodore Roosevelt and Women's Heritage Trail. These trails are designed to showcase New York's heritage based on significant statewide historical themes. By linking and interpreting sites thematically, visitors will gain a comprehensive understanding of the state's important role in the history of our nation and will be encouraged to visit more sites. The program also promotes collaboration among local communities and regional organizations to make the sites more accessible and marketable.

New Yorkers are becoming more deeply involved in their own history. Heritage New York has reached out across the state and found people dedicated to preserving and sharing the important historical legacies of New York. Heritage New York, through its promotional activities, signage and grant programs, will assist the efforts of these individuals and organizations, as well as encourage visitors to explore the vast historical resources of New York State. These signage guidelines have been developed to ensure that visitors enjoy consistent, high quality interpretive panels at all heritage trail sites across the state.

# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES



### Overview

Interpretive sign systems are designed to tell a story or communicate information in a relatively short period of time and small amount of space. Effective interpretation relies upon a number of factors: well planned signage, organized and engaging information, highly visible locations, and graphically interesting photographs and illustrations. The signage should be informative and visually pleasing. Studies on attention span have revealed that when these criteria are met, a viewer will still spend approximately 20-30 seconds reading an interpretive panel. The designer, therefore, has a brief opportunity to communicate clearly with the public.

The Heritage New York signage system is based upon the design guidelines of the National Park Service, NYS Canal Corporation and the NYS Department of State Division of Costal Resources. Heritage New York requires use of a standard design template. Within these parameters designers have complete discretion regarding how they use the grid systems for the design of the signs. The Heritage New York logo and signage guidelines can only be used with permission from Heritage New York.

### Professional Expertise

A successful interpretive system requires historical accuracy, brevity and good design. The following areas of expertise will be needed to insure a good quality product.

### Project Manager

The project manager identifies interpretive themes and topics, helps choose sign locations, edits copy when necessary, oversees consultant contracts and brings the project to a successful conclusion.

### Interpretive Writer

The interpretive writer will research and develop each topic into interesting and concise text. A professional historian should be consulted or used as the writer to maintain a high level of scholarship. The interpretive writer should produce the captions for all images.

### Graphic Designer

The graphic designer is chosen to bring imagination and design ability to create well-ordered layouts. This professional should have expertise in interpretive signage systems and understand the unigrid. The designer should produce visually engaging and informative panels to enhance the visitor experience.



# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES



### Design Process

A designer needs to work closely with the writer to ensure a proper balance of text and images to create a successful interpretive panel. A design professional should produce a series of preliminary drawings for the client to review and approve. As the client works with the designer, editorial changes or variations on image placement/selection may be proposed. The following phases reflect the main milestones in the design process:

#### *Conceptual Outline*

The preliminary interpretive panel layout in a digital format should include: proposed banner title, draft text in blocks to denote size and location, and preliminary placement of images and captions.

#### *Final Proof*

The final full-size layout of the panel will include: final banner title and all logos, final text, captions and images.

#### *Production Files*

These will contain full-size digital files on CD-Rom with the final approved text, fonts to be used on the panel, and retouched images scanned at high resolution. The 1/4 scale color printouts will be annotated with instructions for the fabricator.

### Phenolic Resin Panels

All signs must be constructed of phenolic resin (a hardened plastic), a very adaptable and cost effective material. Outdoor panels must be constructed of 1/2 to 1 inch (depending upon site conditions and vandalism risk), exterior grade phenolic resin, protected with an acrylic overlay and a UV inhibitor. These weather resistant panels do not require bonding to a substrate. Phenolic resin panels must be ordered with a minimum of a ten year warranty. Indoor exhibits should use interior grade phenolic resin (thickness to correspond to project requirements). Phenolic resin panels are available through:

Fossil Graphics	(New York)	800-244-9809
Folia Industries	(Canada)	888-264-6122

### Installation

The support structures will be fabricated of coated (painted) steel except in coastal areas with a high salt climate where stainless steel should be used. Heritage New York recommends using either a single post pedestal (angled low profile) or double upright post format for larger size panels (see pages 15-16).

**HERITAGE NEW YORK**  
INTERPRETIVE SIGNAGE DESIGN GUIDELINES  
APPROVED FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
AGaramond Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
AGaramond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
Helvetica Regular 55 Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
Helvetica Neue Bold 75

Fonts approved for  
Heritage New York  
Signage Program  
  
Do not substitute.

# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES

### APPROVED COLORS

#### Revolutionary War



Banner

C 100  
M 100  
Y 10  
K 30



Banner Title

C 10  
M 100  
Y 80  
K 0

#### Underground Railroad



Banner

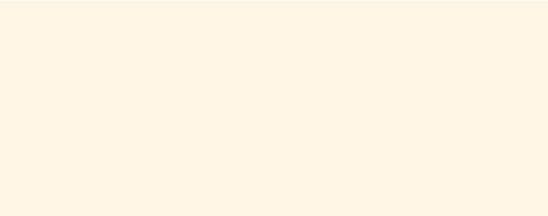
C 0  
M 100  
Y 100  
K 75



Banner Title

C 10  
M 12  
Y 24  
K 2

#### Background



Background

C 0  
M 3  
Y 10  
K 0

#### Example:



Banner

Banner Title

Background



All signage must use Banner and Banner Title colors approved for the specific Heritage Trail.

All signage must use the approved Background Color for background and Heritage New York logo.

Black must be used for all text at the following values:

C = 100  
M = 100  
Y = 100  
K = 100



# HERITAGE NEW YORK

## INTERPRETIVE SIGNAGE DESIGN GUIDELINES



### Using the Unigrid

The Unigrid is one of the most versatile grids in use today for interpretive panels and signage. Originally designed by Massimo Vignelli for the National Park Service, it is used by many park systems around the country. Heritage New York uses an adaptation of the standard unigrid. To help understand the unigrid we have developed three sample layouts for use on 24” x 36” panels. Other standard sizes (36” x 48”, 18” x 24” etc.) may be used in certain situations with approval from Heritage New York, but are not illustrated within these guidelines.

Proper use of the grid will promote a strong visual identity for the interpretive signage. **Any deviation from the guidelines must be approved in writing by Heritage New York.**

The following layout suggestions are different ways of approaching the Unigrid. These layouts should be viewed as a few possible design solutions that can be used within the unigrid framework.

#### *Sample Layout 1*

This is the standard grid with one main image and two smaller secondary images. It is suitable for most pictures that are rectangular to square. It can accommodate text up to 140 words.

#### *Sample Layout 2*

This solution has a strong horizontal axis. The main image is six grid units wide by four units tall, leaving a minimal margin on the left and right. The main text is four grid units wide and should not exceed 175 words in length. The subtext area (or side-bars), is two grid units wide and will accomodate two pictures and text of twenty to forty words (maximum) plus title.

#### *Sample Layout 3*

This sample shows a vertical orientation. It can be illustrated with several smaller images (photos, postcards, historic newspaper articles or headlines, engravings or paintings) and a large main image that is six grid units wide by four to six units tall. The text area spans three columns, with each column two grid units wide and should not exceed 200 words.



**Banner Title**  
A Garamond-Semi-bold  
120 pts

**Main Image**  
6 grid units wide and  
4 grid units tall

**Background color**  
C=0  
M=3  
Y=10  
K=0

**Text**  
AGaramond-Semi-bold  
32/36 pts

**Bottom Banner**  
1.50"

NYS seal

Heritage NY logo

# Washington's Headquarters

For a little more than sixteen months, from April 1782 until August 1783, George Washington, the Commander-in-chief of the Continental Army, made his military headquarters at the Jonathan and Tryntje Hasbrouck family's fieldstone farm-house in Newburgh, New York, 12 miles north of the forts at West Point.

With New York City under British occupation for most of the Revolutionary War, the Continental Army stood ready for battle further north, in an area of the Hudson Valley known today as the Hudson Highlands. During his stay in Newburgh, the general, his wife, officers and

servants lived and worked in close quarters at the Hasbrouck house, while a steady stream of guests came to meet and consult with the Washingtons.

In 1850, recognizing the historic significance of the Hasbrouck property to the young nation, the State of New York acquired the house and opened it to the public.

It became the first publicly-operated historic site in the United States.

**Hasbrouck Farmhouse**  
The fieldstone farmhouse dates back over 275 years, to its origins in the early 18th century. Today, it is furnished much as it was in the 18th century, with the utilitarian objects and furniture of the period.

**Purple Heart**  
In order to recognize heroism among his enlisted men, Washington created the Badge of Military Merit, precursor of the Purple Heart, while at his Newburgh headquarters.

REVOLUTIONARY WAR HERITAGE TRAIL

**Bottom Banner Title**  
AGaramond Bold 36 pt. at 100%  
horizontal scale. Tracking 100

**Grid Unit**  
5.35" W x 2.833" H  
  
Space between  
Grid units= .3" W

**Caption titles**  
AGaramond Bold 28 pt.  
  
Captions 24/26 pt.  
AGaramond Semi-Bold

A maximum of 2-3  
Partner logos here at  
1.10" inch height

Heritage  
NEW YORK

Sample Layout 2

Title set in  
A Garamond Semi-bold  
120 points.  
Horizontal Scale set at  
100% for titles only.  
  
Panel size 24"H x 36"W

All signage must use  
Banner and Banner Title colors  
approved for the specific Heritage  
Trail.  
  
All signage must use the approved  
Background Color for background  
and Heritage New York logo.

10

NYS seal

Heritage NY logo

**Banner Title**  
A Garamond-Semi-bold  
120 pts

**Text**  
AGaramond-Semi-bold  
32/36 pts

**Inset images  
(if needed)**  
Space for horizontal  
images is 3 grid units wide  
and 1 grid unit tall.  
Vertical images should be  
between one and two grid  
units in height. All inset  
images must be the same  
height.

**Image**  
Primary image 3 grid units  
wide and between 4 and 5  
grid units tall

**Bottom Banner Title**  
AGaramond Bold  
36 pt. at 100%  
horizontal scale. Tracking 80

**Bottom Banner**  
1.50"

# Champion Of Freedom



Harriet Tubman was born into slavery about 1821, near Cambridge, MD one of eleven children of Harriet Green and Benjamin Ross.

In 1849, she escaped her slavery by travelling by night to Philadelphia, New York and into Canada. She devised a plan to return to the South in secret, and rescue as many of her people as she could.

In nineteen trips, she rescued over three hundred people from slavery.

Irate Maryland slaveholders posted a \$40,000 reward for her capture –a fortune at that time. Known as the “Moses of her people” her brilliantly planned trips used “the Underground Railroad,” an ever-shifting series of hiding places, to move a steady stream of people to freedom.

Tubman numbered among her many friends John Brown, Frederick Douglas, William Lloyd Garrison, and Charles Sumner, –“giants” of the Abolitionist movement.

She settled in Auburn, New York and acquired of 26 acres of property and two houses. In 1906, she deeded the property to the A.M.E. Zion Church Connection to be used as a home for the aged.

She died on March 10, 1913 and was buried with military rites in the Fort Hill Cemetery, Auburn, New York. Her legacy of freedom and liberty remains an inspiration for all who read her writings and learn about her life.

**Margin**  
1.25"

**Grid Unit**  
6.965" W x 3.568" H

**Space between  
Grid units= .3" W**

**A maximum of 2-3  
Partner logos here**

UNDERGROUND RAILROAD HERITAGE TRAIL



Heritage  
NEW YORK

### Sample Layout 3

Titles set in  
A Garamond Semi-bold  
at 120 points.  
Horizontal Scale set at  
100% for titles only.

Panel size 36"H x 24"W

All signage must use  
Banner and Banner Title colors  
approved for the specific Heritage  
Trail.

All signage must use the approved  
Background Color for background  
and Heritage New York logo.

**Banner**  
C= 100  
M = 100  
Y = 10  
K = 30

**Banner Title**  
C= 10  
M = 100  
Y = 80  
K = 0

**Background Color**  
C= 0  
M = 3  
Y= 10  
K= 0

**Text**  
C= 100  
M =100  
Y = 100  
K = 100

**Bottom Banner**  
C= 100  
M = 100  
Y = 10  
K = 30

**Bottom Banner Title**  
C= 10  
M = 100  
Y = 80  
K = 0

# Washington's Headquarters



For a little more than sixteen months, from April 1782 until August 1783, George Washington, Commander-in-chief of the Continental Army, made his military headquarters at the Jonathan and Tryntje Hasbrouck family's fieldstone farm-house in Newburgh, New York, just 12 miles north of the forts at West Point.

With New York City under British occupation for most of the Revolutionary War, the Continental Army stood ready for battle further north, in an area of the Hudson Valley known today as the Hudson Highlands.

During his stay in Newburgh, the general, his wife, officers and servants lived and worked in close quarters at Hasbrouck house, while a steady stream of guests came to meet and consult with the Washingtons.

In 1850, recognizing the historic importance of the Hasbrouck property to the young nation, the State of New York acquired the house and opened it to the public. It became the first publicly operated historic site in the United States.



**Purple Heart**  
In order to recognize heroism among his enlisted men, Washington created the Badge of Military Merit, precursor of the Purple Heart while at his Newburgh headquarters.



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REVOLUTIONARY WAR HERITAGE TRAIL

# Heritage NEW YORK

## Sample Interpretive Panel 1 Washington's Headquarters

Title set in A Garamond Semi-bold 120 points.  
Horizontal Scale set at 100% for titles only.

Text in A Garamond Semi-bold 32/36 pts. Tracking at -2.

Captions set in A Garamond Semi-bold 24/26 points.

Panel size 36"W x 24"H

All signage must use Banner and Banner Title colors approved for the specific Heritage Trail.

All signage must use the approved Background Color for background and Heritage New York logo.



**Banner**  
C= 100  
M = 100  
Y = 10  
K = 30

**Banner Title**  
C= 10  
M = 100  
Y = 80  
K = 0

**Background Color**  
C= 0  
M = 3  
Y = 10  
K = 0

**Text**  
C= 100  
M =100  
Y = 100  
K = 100

**Bottom Banner**  
C= 100  
M = 100  
Y = 10  
K = 30

**Bottom Banner Title**  
C= 10  
M = 100  
Y = 80  
K = 0

# Washington's Headquarters



For a little more than sixteen months, from April 1782 until August 1783, George Washington, the Commander-in-chief of the Continental Army, made his military headquarters at the Jonathan and Tryntje Hasbrouck family's fieldstone farm-house in Newburgh, New York, 12 miles north of the forts at West Point.

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**Purple Heart**  
In order to recognize heroism among his enlisted men, Washington created the Badge of Military Merit, precursor of the Purple Heart, while at his Newburgh headquarters.



**Period Furnishings**  
Hasbrouck House is furnished with period antiques from the last quarter of the 18th century, typical of a middle class family of the time, like the Hasbroucks.

REVOLUTIONARY WAR HERITAGE TRAIL

# Heritage NEW YORK

## Sample Interpretive Panel 2 Washington's Headquarters

Title set in A Garamond Semi-bold 120 points.  
Horizontal Scale set at 100% for titles only.

Text in A Garamond Semi-bold 32/36 pts. Tracking at -2.

Captions set in A Garamond Semi-bold 24/26 points.

Panel size 36"W x 24"H

All signage must use Banner and Banner Title colors approved for the specific Heritage Trail.

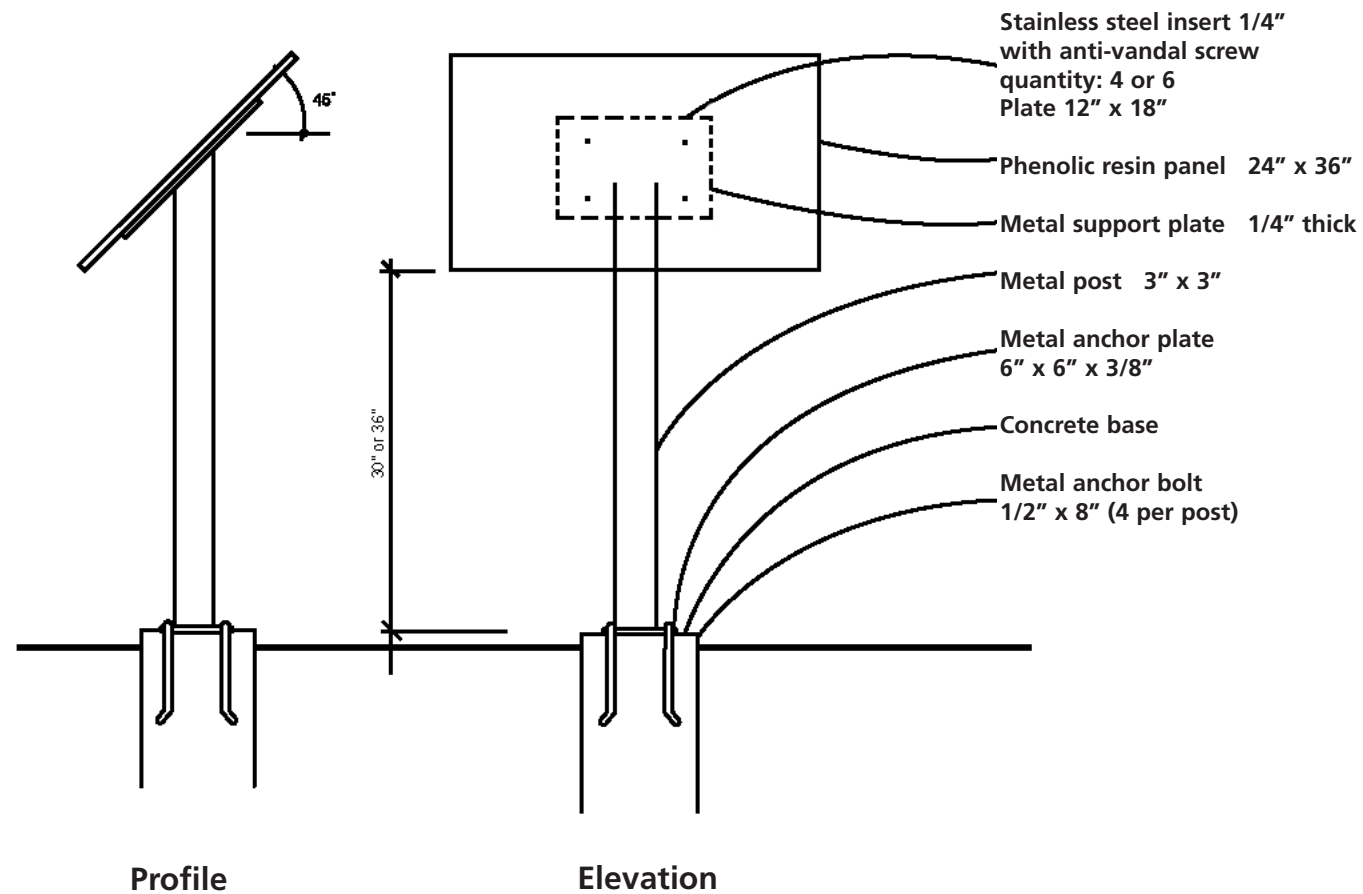
All signage must use the approved Background Color for background and Heritage New York logo.



14

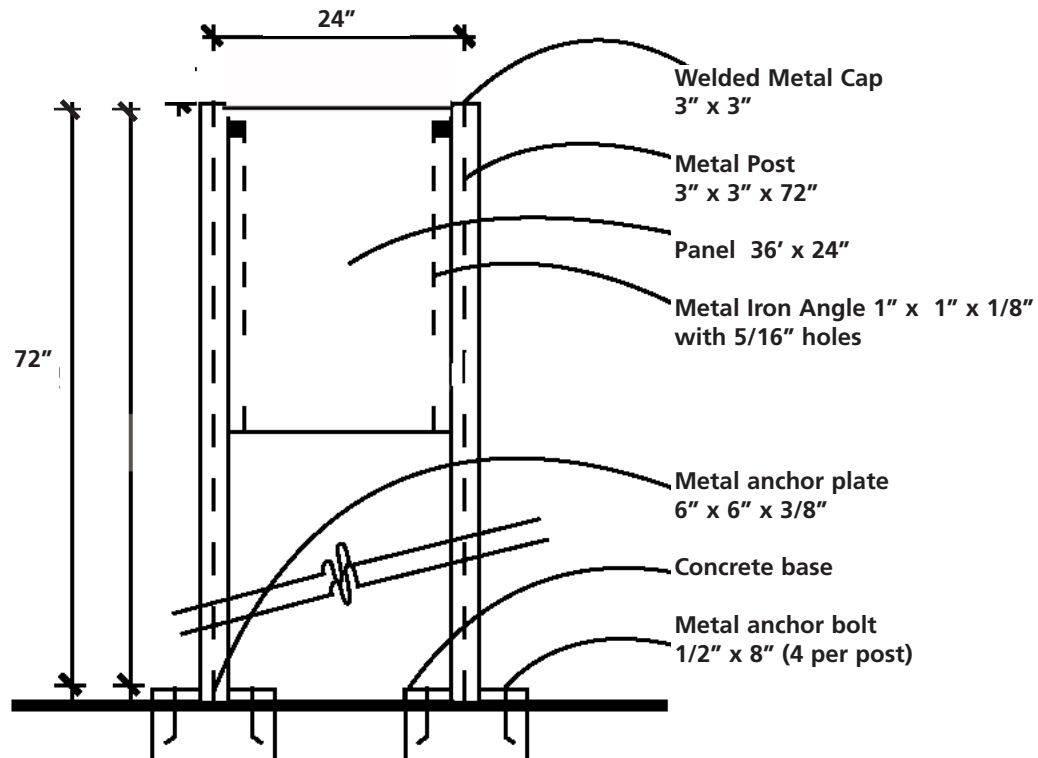
## Construction Document for Low-Profile Signage

Signage support built of steel,  
powder coated.

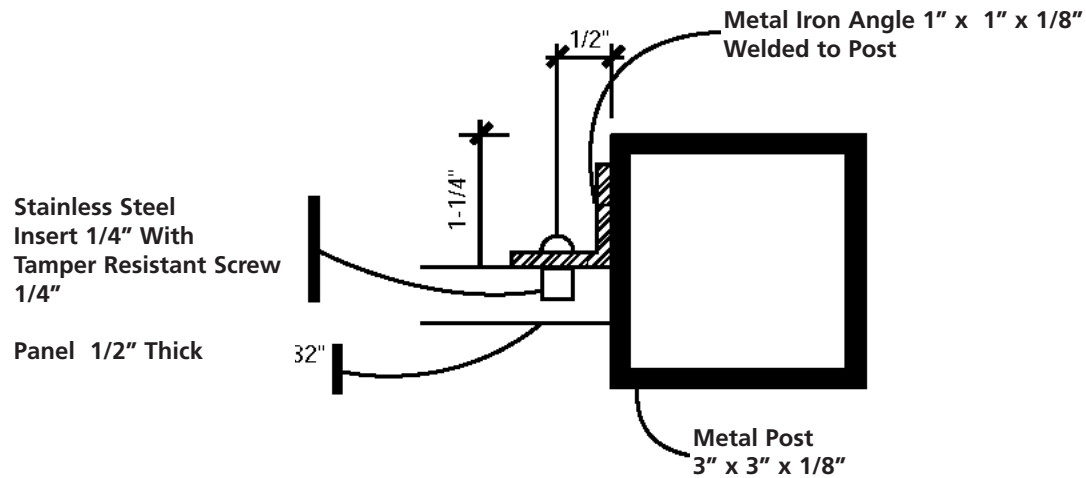


Construction Document  
for Vertical Signage

Signage unit built of steel,  
powder coated.



Elevation



Cross-Section

## PART 1- CONTRACTOR REQUIREMENTS

### 1.1 General Notes

Sign Contractor to provide sign fabrication according to these specifications unless otherwise indicated. Shop drawings and paint chips to match PMS/CMYK color specifications to be approved by Client before commencing construction of signs. All surfaces including those that are phenolic resin, painted, etc. to be satin finish. Artwork and typesetting to be provided by the designer in a digital format.

Powder coatings are required for posts. Powder coat must be gloss black.

Possible Manufacturer: Tiger Drylac U.S.A., Inc. 1100 Commons Blvd. Reading, PA 19605 (610)926-8148 or comparable.

- A. The schematic drawings are, intended to establish appearance and design of the completed work. Contractor is responsible for methods and materials, and coordination with other contractors. Verify existing conditions and dimensions in field before starting fabrication. Heritage New York retains full rights to all designs shown or specified in the Interpretive Signage Guidelines and usage of the Heritage New York logotype. Designs may not be manufactured, reproduced, or exhibited without the written permission of Heritage New York.
- B. Art/typesetting for signs shall be prepared by the Sign Contractor unless otherwise specified and submitted to the Client via laser proof.
- C. No fabrication or installation material or procedure shall be used that will in any way change the visual quality or in any manner have an adverse effect on existing materials and surfaces.
- D. The Client shall be notified of any discrepancies in the drawings, changes required in construction details, and/or field dimensions or special conditions.
- E. The Installation Contractor shall arrange a meeting with the Client at the site for final location of sign elements.
- F. All exterior signage shall be weather tight in accordance with building standards.
- G. All mechanically fastened signs shall incorporate provisions for attachment and removal as required using no visible screws or fasteners except where noted on the drawings. Signs attached to masonry: mechanical fasteners must be attached in the masonry joints.
- H. Adhesives shall be used in accordance with recommendations made by the manufacturer of the material specified to be laminated or adhered. No adhesives that fade, discolor, or delaminate as a result of proximity to ultraviolet light source or heat shall be used. No adhesives shall change the color or deteriorate the materials to which they are applied. The adhesives shall be of a non-staining, non-yellowing and waterproof quality, and all visible joints shall be free from air bubbles and other defects. All adhesives shall be approved prior to use.
- I. Details shown on the drawings shall be followed for exterior appearances. The Contractor may change interior constructions shown in these details to conform to shop practices (to be approved by Client).
- J. All materials shall be new stock, free from defects impairing strength, durability, and appearance.
- K. All fabrication and installation shall be in accordance with the highest standards of the trade. All signs and components shall be complete and free from visual, structural and mechanical defects.
- L. Source Material: Inspect all source materials immediately upon arrival and notify the Client immediately if any source material is inadequate or unacceptable for reproduction.
- M. The sign contractor is required to coordinate their work with the Installation Contractor designing the footings for the various signs, poles, etc. indicated on the drawings to determine appropriate methods of fabrication and attachment and stability for local weather conditions, windloads, and vandalism potential.

## 1.2 Summary

- A. Work includes fabrication and installation of the following:
  1. Fabricated phenolic resin signs.
  2. Steel stanchions

## 1.3 Quality Assurance

- A. Single source responsibility: for each type of sign required, obtain signs from a single manufacturer.

## 1.4 Submittals

- A. Submit the following materials to client for approval prior to start of fabrication:
  1. Product Data: manufacturer's printed product data indicating conformance with specifications.
  2. Shop drawings: indicate size of graphics and typography, location, fabrication details and installation method of each item. Indicate size and type of fastener, and details of anchorage and connections.
  3. Samples: provide samples of each type of material, finish, and color to client for approval prior to fabrication.

## 1.5 Delivery, Storage, and Handling

- A. Deliver and store materials in packaging designed to prevent damage.
- B. Store materials in sheltered, secure areas, out of weather and protected from damage by other trades.
- C. Handle materials in accordance with manufacturer's instructions.

## 1.6 Warranty

- A. Provide to client the manufacturer's warranty covering manufacturing defects for 10 years.

# PART 2- PRODUCTS

## 2.1 Graphics

- A. Typefaces: conform to type specifications of design guidelines. Alternate type will not be accepted.
- B. Colors: Custom colors to match those specified in the design guidelines.

## 2.2 Fabricated Phenolic Resin Sign

- A. Materials: Exterior grade 1/2", 3/4" or 1 inch solid phenolic as specified. UV(exterior grade) and Graffiti resistant. Weather resistant kiosk panel are self-supporting and do not require bonding to a support substrate.
- B. Fabrication: Phenolic Resin Embedded Graphic Panels have digitally printed subsurface images fused into a single panel under the effect of high temperature and pressure.
- C. Graphic Images
  1. The Designer or Client will provide a digital file to manufacturer with images, fonts and artwork.
  2. Art approvals: obtain approval of full-scale artwork prior to reproduction.
  3. Colors: Custom colors to match specified.

- D. Possible Manufacturers include:  
Fossil Graphics Corporation- 44 Jefryn Blvd., Deer Park, NY 11729 Phone #800-244-9809  
Folia Industries, Inc.- 58 York St., Huntington QC CANADA, JOSIHO 888-264-6122

### **2.3 Steel Stanchions**

- A. Materials:
1. Steel Plate and steel rectangular tubing, mill finish, except in coastal areas with a high-salt climate where stainless steel should be used.
  2. Back panel made of steel plate 1/4 inch thick.
- B. Possible Manufacturers include:  
Specialty Mechanics, Inc. 255 Washington St., Mt. Vernon, NY 10553 (914) 663-2672

### **PART 3-INSTALLATION**

- A. Manufacturer's instructions: strictly comply with manufacturer's written instructions.
- B. Contractor shall adhere to A.D.A. standards in the siting of signs and their height above grade.
- C. Pre-Installed Examination: Examine surfaces to receive signs, and notify the Client in writing of any deficiencies or conditions detrimental to the proper completion of the work. Beginning work indicates installer accepts substrates as acceptable.
- D. Surface Preparation: Surfaces to receive signs to be clean and dry.
- E. Footings - 10 inch hole by 40 inch deep filled with concrete with four leg bolts sticking out through the top that match the footprint of the pedestal.
- F. Mounting: Mount signs using vandal proof fasteners appropriate to the signage, unless otherwise indicated. Install signs level, plumb, and true.
- G. Cleaning and Protection: Leave signs clean and free of defects. Provide temporary protection during remainder of construction. Remove and replace work which becomes damaged prior to final acceptance.